

# One creator. One family. 5.2 million subscribers.

Maya Loka Media makes video in Kannada and Telugu for 5.2 million subscribers – daily life with the family, home cooking, baking, and a farm we planted on dry land. All of it made by one household in Mysuru, and followed by another 1.2 million on Facebook and Instagram.

**5.2M**

SUBSCRIBERS

**1.4B**

LIFETIME VIEWS

**3,542**

VIDEOS PUBLISHED

**7**

CHANNELS

Counts read from the YouTube Data API on 23 September 2026.

## Four channels carry it. Three more sit behind them.

Each channel has its own viewer and its own tone. A product that belongs on one of them usually does not belong on the others – which is the useful part for a brand.

FLAGSHIP

# ಕೊನೆಗೂ ಅಪ್ಪ ಬಂದೇ ಬಿಟ್ಟು!



**Maya Loka** @mayalokakannada

**2.93M**

SUBSCRIBERS

**676M**

VIEWS

**1,896**

VIDEOS

Daily life with Shubha, Adyata and Deeru — family vlogs, parenting that doesn't perform, fashion and beauty, fitness and wellness, kitchen tips, and family travel.

INSTAGRAM **249K**

FACEBOOK **506K**

[Watch on YouTube ↗](#)

12.5M VIEWS PER FILM



**My Village Life India** @MyVillageLifeIndia

**1M**

SUBSCRIBERS

**626M**

VIEWS

**50**

VIDEOS

A dry piece of land, thousands of trees planted by hand, and traditional food cooked from what grows there. Fifty films – and 626 million views of them.

FACEBOOK **31K**

**Watch on YouTube** ↗

COOKING

# ಲಂಚ್ ಬಾಕ್ಸ್ ರೆಸಿಪಿ

10min



**Ruchi Paakashaale** @CookwithShubhaSharon

**693K**

SUBSCRIBERS

**91M**

VIEWS

**955**

VIDEOS

Everyday Kannada home cooking, running since 2014 – ten-minute lunch-box recipes, kitchen organisation, and the remedies people ask for in the comments.

INSTAGRAM **23.8K**

FACEBOOK **373K**

[Watch on YouTube](#)

BAKING

# Home-made Cake Pops



**Cakes & Bakes Paakashaale** @cakesbakespaakashaale3858

**438K**

SUBSCRIBERS

**30.6M**

VIEWS

**194**

VIDEOS

Bakery-style cakes, cookies and street food made at home – with an oven and without one, and increasingly without maida, sugar or oil.

INSTAGRAM **1.7K**

FACEBOOK **644**

[Watch on YouTube](#) ↗

ALSO IN THE NETWORK

KANNADA

**Maya Recipes ಕನ್ನಡ**

85.1K subscribers · 5.8M views

A second recipe channel, running since 2020.

TELUGU

## Chittamma Telugu Vlogs

50.4K subscribers · 7.1M views

The same household in Telugu — a second language, and a second market.

KIDS

## Adya and Deeru

9.1K subscribers · 263K views

The children's own channel — short, family-safe comedy.

## ● INSTAGRAM

## Reels, hauls and collabs

Short-form video across three accounts — product reels, hauls, and the comment-to-link drops that move stock. **@mayalokakannada** carries 249K followers on its own, and **@mayalokafinds** exists purely for product work.

**249K**

**@mayalokakannada**

Flagship — reels, hauls, collabs

**23.8K**

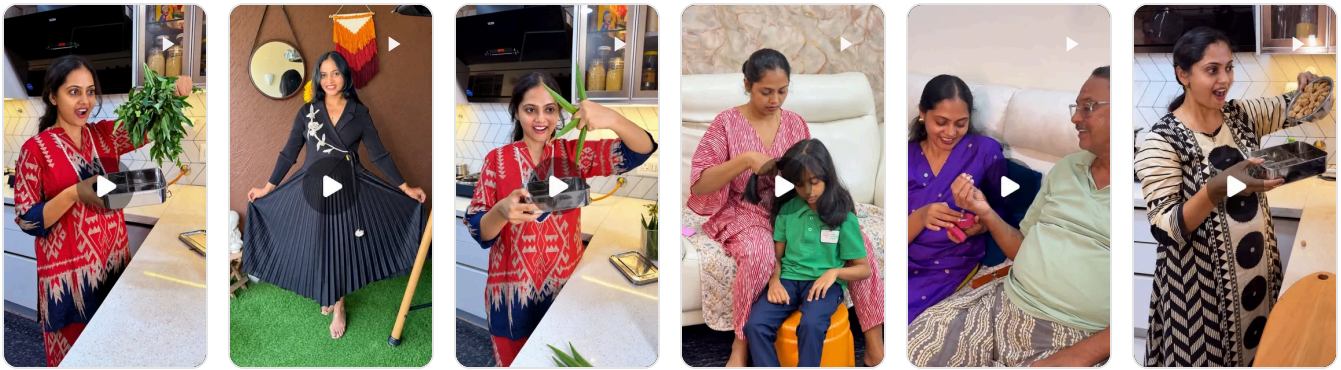
**@ruchipaakashale**

Recipes in short form

**12.2K**

**@mayalokafinds**

UGC and product-first reels



Six recent reels from @mayalokakannada. Tap any of them to open it on Instagram.

## The audience is not only on YouTube

The channels run Facebook pages and Instagram accounts alongside them, plus **Maya Loka Finds**, a dedicated UGC account. Counted with YouTube, the network reaches **6.4 million** followers.

Facebook

# 910K

FACEBOOK FOLLOWERS

Led by Maya Loka at 506K and Ruchi Paakashale at 373K — on Facebook the cooking audience is nearly as large as the flagship.

Instagram

# 288K

INSTAGRAM FOLLOWERS

Mostly Maya Loka at 249K, plus Ruchi Paakashale and the Maya Loka Finds UGC account, where reels and hauls run.

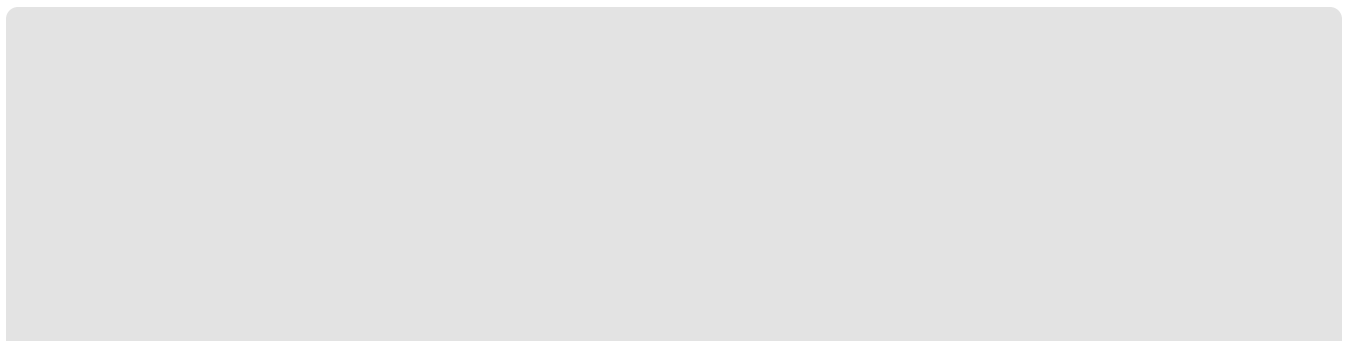
All platforms

# 6.4M

TOTAL FOLLOWING

5.2M YouTube subscribers plus 1.2M on Facebook and Instagram. Read on 23 September 2026.

## What a campaign here looks like



|                                                                                                                                                                                                                                                                |                                                                                                                                                                                 |                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Audience</p> <p><b>Kannada households</b></p> <p>Families in Karnataka who watch in their own language – the viewer who cooks, shops for the house and decides what the family buys.</p>                                                                    | <p>Formats</p> <p><b>Ten ways in</b></p> <p>From a film built entirely around the product to a single story – booked one at a time or as a package. The full menu is below.</p> | <p>Production</p> <p><b>Made in-house</b></p> <p>Written, shot and edited by the family in Mysuru. No agency in the middle, and the person on camera is the person you are talking to.</p> |
| <p>Placement</p> <p><b>Matched to the channel</b></p> <p>Fashion, beauty and fitness go to Maya Loka, food to Ruchi Paakashale, bakes to Cakes &amp; Bakes, anything rooted in land and tradition to My Village Life – and a Telugu campaign to Chittamma.</p> |                                                                                                                                                                                 |                                                                                                                                                                                            |

## Ways to collaborate

Ten ways to work together, singly or as a package. Every one is made by the same household – the person you brief is the person on camera.

|                                                                                                                                                                                                    |                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>● LONG-FORM YOUTUBE</p> <p><b>Dedicated video</b></p> <p>A full film built around the product.</p> <p><b>Integrated segment</b></p> <p>The product inside a regular vlog, where it belongs.</p> | <p>● SHORT-FORM</p> <p><b>YouTube Shorts</b></p> <p>Vertical, made for the feed.</p> <p><b>Instagram &amp; Facebook reels</b></p> <p>Short vertical video, posted to both feeds.</p> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## ● STORIES & COMMUNITY

### Stories

Video or image, on Instagram and Facebook.

### Community posts

Image or video, straight to YouTube subscribers.

## ● STORE VISITS

### With a professional camera team

Full crew on location at your store.

### With an iPhone team

Lighter, faster, lower cost — the same faces.

## ● AD PLACEMENTS

### Pre-roll

At the top of a video, before the vlog starts.

### Mid-roll

Dropped into the middle of a long-form video.

Single format or a package — tell us the product and the budget, and we will say which of these it should be.

## Latest from the network

Nothing here is a mock-up — these are real films, newest first across the channels. Refreshed 23 Sep 2026.



● MAYA LOKA · 22 SEP 2026

🧐 ನಿಮಗೂ ಹೀಗೆ ಅನ್ನುತ್ತಾ? ಮಕ್ಕಳು, ಬಿಸಿನೆಸ್, ಮನೆ ಜವಾಬ್ದಾರಿ ಮಧ್ಯೆ ಕಳೆದುಹೋದ ನಾವೆಲ್ಲ! | Kannada...



● MAYA LOKA · 21 SEP 2026

🧐 The Guilt of Mother | Leafy Bites



● RUCHI PAAKASHAAL · 21 SEP 2026

😊 ಈ ತರ ರೈಸ್ ಒಮ್ಮೆಲೆ ಮಾಡಿ ನೋಡಿ! 5 ನಿಮಿಷದಲ್ಲಿ Lunch Box | ಬೆಂಡೆಕಾಯಿ ತಿನ್ನದ ಮಕ್ಕಳು...



● RUCHI PAAKASHAAL · 18 SEP 2026

Crispy & Colorful—The Perfect Cutlet! 🌈



● MAYA LOKA · 17 SEP 2026

⚠️ ಇಂತಹ ರತ್ನ ಹೇರ್‌ಕಟ್ ಮಾಡಿಸೋ ಮುನ್ನ ಯೋಚಿಸಿ! 🤩 ಕೊನೆಗೂ ನಮ್ಮ ಇನ್ನೊಂದು ಹೊಸ ಪ್ರಾಡಕ್ಟ್...



● RUCHI PAAKASHAAL · 15 SEP 2026

ಬಜ್ಜಿ ಬೋಲಂಡಾ ಬಿಟ್ಟು ಈ 3 ಹೈ-ಪ್ರೋಟೀನ್ ಕಟ್ಲೆಟ್ ಮಾಡಿ ನೋಡಿ! ಒಮ್ಮೆ ಮಾಡಿ 1 ತಿಂಗಳು ಸ್ನೋರ್ ಮಾಡಿ! Cutlet...

## Brands we have made work for

More than a hundred brands so far — beauty, baby care, pharmacy, jewellery, appliances, apparel. Products that fit a Kannada household, placed in the channel where that household already watches.

|                                       |          |            |                                  |                         |               |
|---------------------------------------|----------|------------|----------------------------------|-------------------------|---------------|
| amazon                                | nestasia | LAKMĒ      | mamaearth                        | Himalaya®<br>SINCE 1930 | THE derma co. |
| Aqualogica<br>A Honasa Consumer Brand | purplle  | MedPlus+   | DR. SHETH'S<br>-for indian skin- | DermDoc                 | FACESCANADA   |
| GOOD VIBES                            | AYUGA    | Clariteens |                                  |                         |               |

|                    |                                                      |                                                                     |                    |                                    |                                       |
|--------------------|------------------------------------------------------|---------------------------------------------------------------------|--------------------|------------------------------------|---------------------------------------|
| <b>The Element</b> | <b>BBLUNT</b><br>Salons+Products+Expertise           | <b>MYLO</b><br>RAISE HAPPINESS®                                     | <b>LuvLap</b>      | <b>Popee's</b><br>baby care        | <b>shyaway</b><br>CREATED TO LOVE YOU |
| <b>AGARO</b>       | <b>ALPS</b><br>GOODNESS                              | SINCE 1939<br><b>P.C. CHANDRA</b><br>JEWELLERS<br>A jewel of jewels | <b>AMRITH KANI</b> | <b>Miex</b><br>Nature's la Mermaid | <b>STAZE</b><br>9to9                  |
| <b>brnd</b>        | <b>MecTURING</b><br>Intelligent Living, Smarter Life | <b>Dr. Fixit</b>                                                    |                    |                                    |                                       |

A selection – the full client list is available on request.



● THE PERSON ON CAMERA

**“I've always dreamed of living in a small village surrounded by nature.”**

SHUBHA · FOUNDER, MAYA LOKA MEDIA

"I'm Shubha. Maya Loka started as my digital home – a place for the ordinary parts of a day that nobody films. It grew into seven channels, still run from one house in Mysuru: our routine with Adyata and Deeru, the food that comes out of a working kitchen, the habits that survive a busy week, and the travel we do as a family."

Twelve years on, it is still filmed at home and still in Kannada.

[Read the story](#)

● BRAND PARTNERSHIPS

## **Tell us the product. We'll tell you which channel it belongs on.**

Integrated segments inside long-form vlogs, dedicated recipe features, shorts and reels, storefront hauls. If a product doesn't suit any of these audiences, we will say so – that is why the ones we do run keep working.

Business enquiries only. For anything else, the comments on the channels are read every day.



**MAYA LOKA**  
MEDIA

### CHANNELS

Maya Loka

My Village Life India

Ruchi Paakashale

Cakes & Bakes Paakashale

### COMPANY

About

Channels

Brand partners

### BUSINESS ENQUIRIES

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